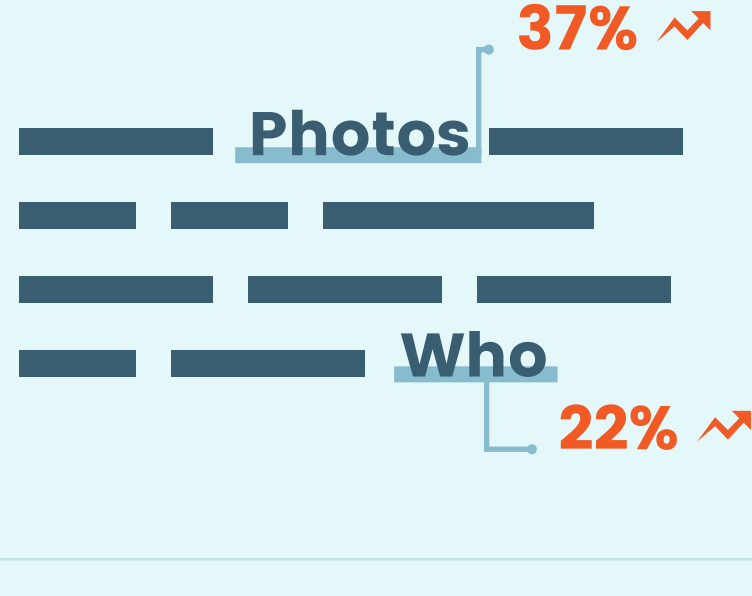


18 Data-Backed FACTS That Can Give Your Content WINGS

18 Techniques That Will Teach You To Create Viral Content [backed by real research]

1 Make your headlines sexy

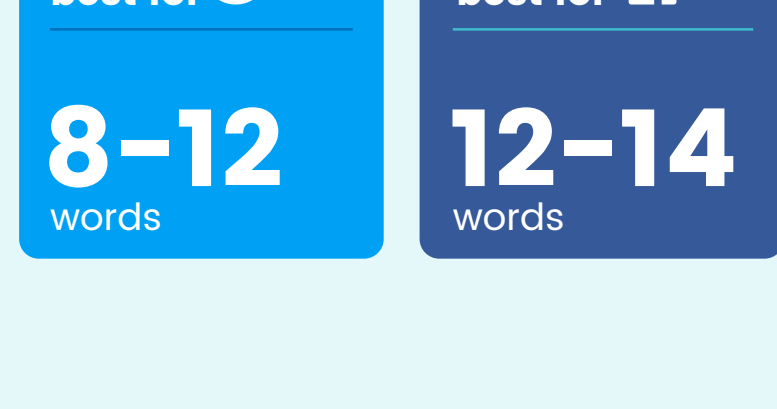
source: bit.ly/2pfPLIL



HubSpot found that using the word "photo(s)" in a headline bumped up the CTR by 37%. They also established that headlines including the word "who" have a 22% higher CTR.

2 Keep your headlines short

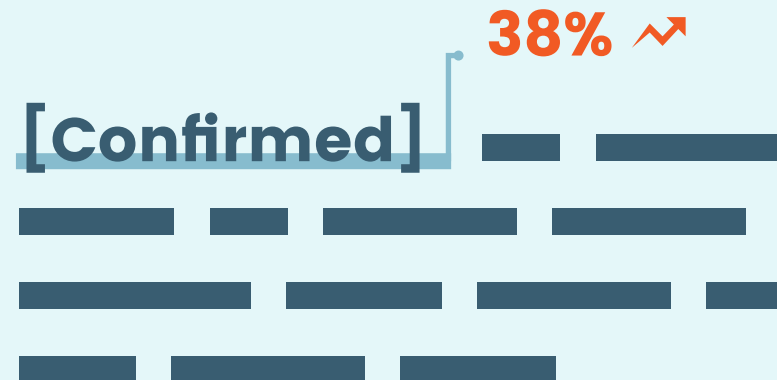
source: bit.ly/2pfPLIL



Outbrain found that headlines with 8 words have a 21% higher CTR than the average title. And according to HubSpot, headlines between 8-12 words in length do best on Twitter, while headlines with either 12 or 14 words receive most likes on Facebook.

3 Add bracketed clarification

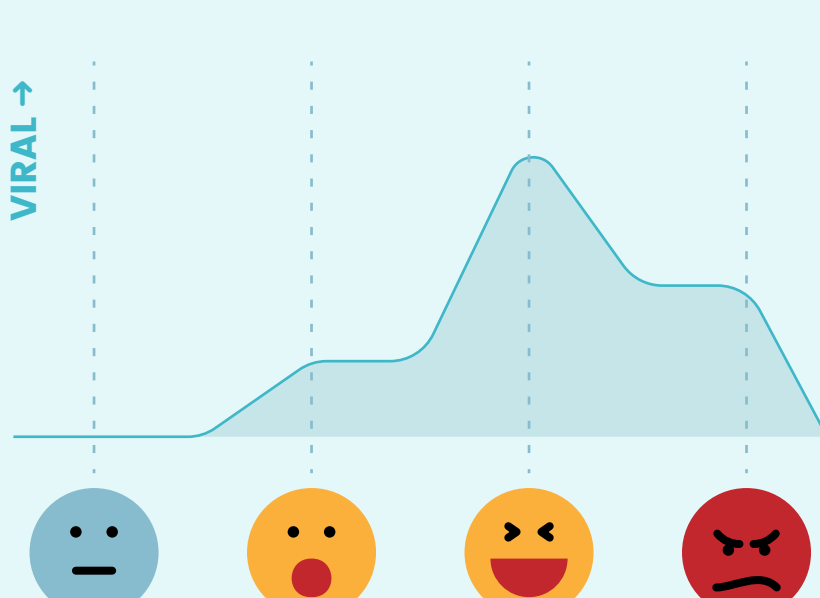
source: bit.ly/2oRqQyW



HubSpot and Outbrain analyzed over 3 million paid link headlines and found that adding [brackets] in a headline boosts the CTR by 38%.

4 Make it emotional

source: bit.ly/2nWT4o7



A study published in the Harvard Business Review found that viral content tends to be emotionally complex, surprising and primarily positive. Happiness, admiration and love are the most common positive emotions but anger and anxiety can also work if it's paired with surprise.

5 Choose the best time and day

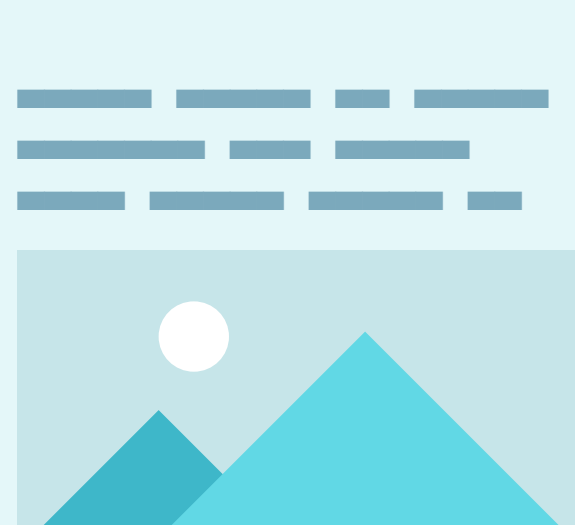
source: bit.ly/2nPhYoV
bit.ly/2oRjA64



Noah Kagan used BuzzSumo data to analyze 100 million articles and found that the best day to publish content is Tuesday. According to TrackMaven, blog posts published at 3 pm EST achieve the highest number of social shares. The most competitive time to publish is 10 am EST.

6 Include an image

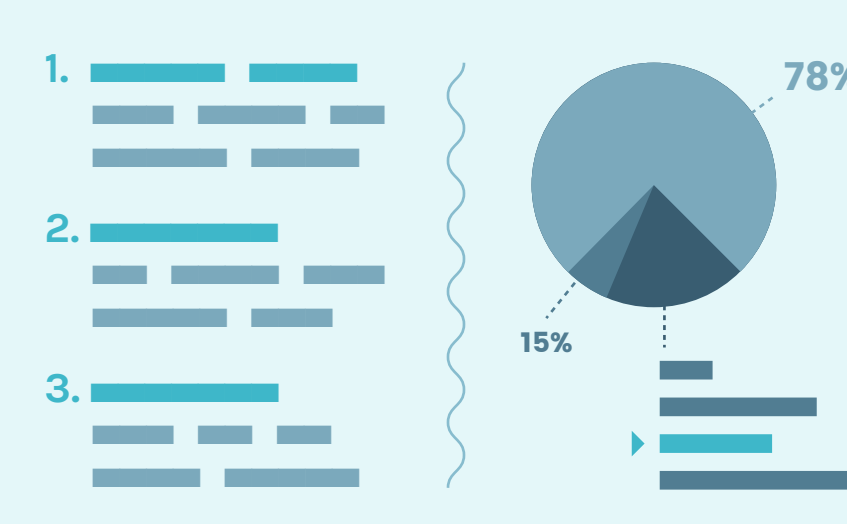
source: bit.ly/2nPhYoV
bit.ly/2oOlPzAZ



Backlinko's analysis of over 1 million Google search results showed that content with at least one image outranks content that doesn't include images. BuzzSumo also found that having at least one image in your post leads to more social shares.

7 Go for lists or infographics

source: bit.ly/2nPhYoV



Publishing your content in the list or infographic format has the most potential to receive a high number of shares. On average, lists of 10 have 4x as many social shares as the second most effective list number 23.

8 Inspire trust

source: bit.ly/2nPhYoV

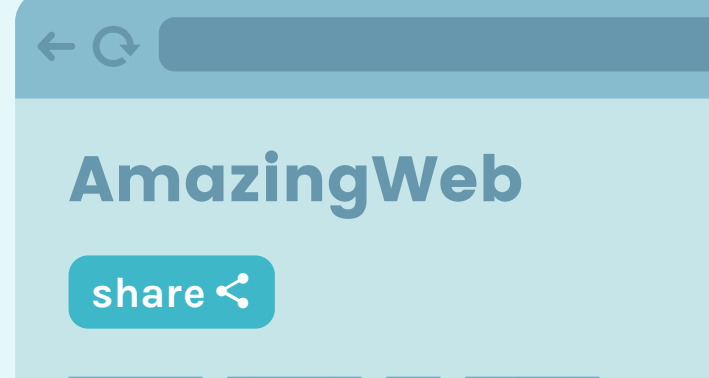


by: Franklin McTrust
Full-time journalist at Daily Bugle since 1970

Adding a byline at the beginning of the article and a short bio at the end will make your content look more trustworthy. Noah Kagan found that people are more willing to share content that looks trustworthy.

9 Put share buttons on the top left side

source: bit.ly/2nWLFfd



A study by Jacob Nielsen found that users tend to read web pages in an F-shaped pattern: in two horizontal stripes followed by a vertical stripe. Placing your social sharing buttons on the top left side will lead to more engagement.

10 Make your content scannable

source: bit.ly/2nsWMJO



Breaking your article into shorter paragraphs, adding bulleted lists and subheadings, and using highlighted keywords can boost readability by 57%, found Jakob Nielsen.

11 Focus on long-form content

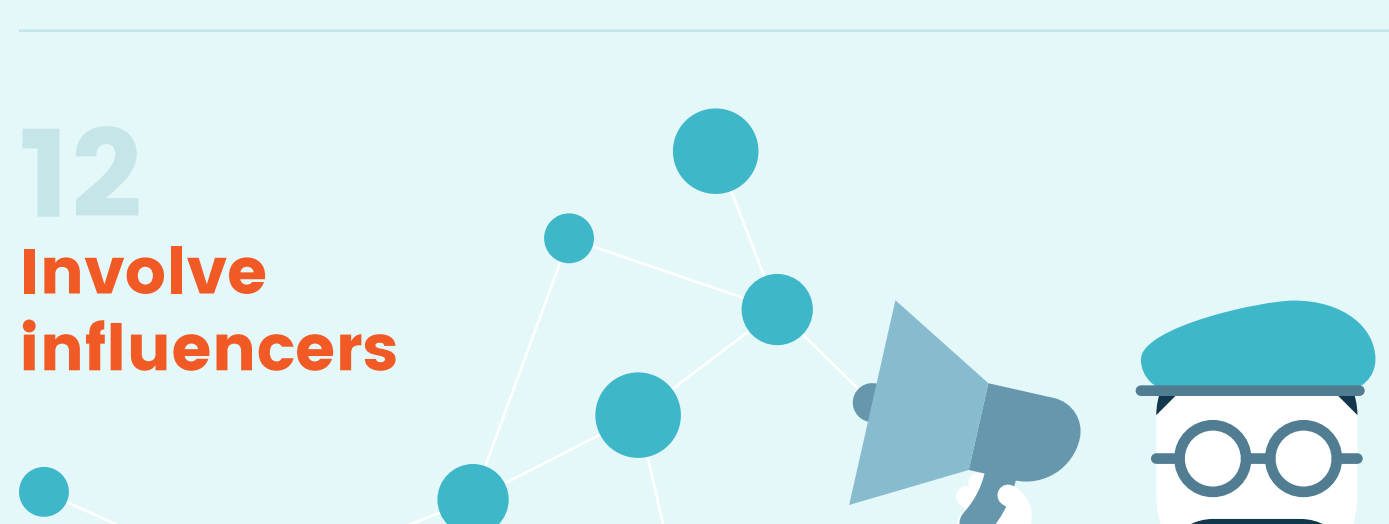
source: bit.ly/2okHbeM
bit.ly/2nWU3om



A study by serpiQ found that top-rated posts are almost always over 2,000 words. And professor Dr. Jonah Berger discovered that long-form content is 52% more likely to be heavily shared.

12 Involve influencers

source: bit.ly/2nPhYoV



Get relevant influencers on board before you create content to secure their support. Analyzing BuzzSumo data, Noah Kagan found that a single influential person sharing your content can result in 31.8% more social shares. Three influential people can double the number of social shares and five influencers can almost quadruple the total number of social shares.

13 Ask people to share it

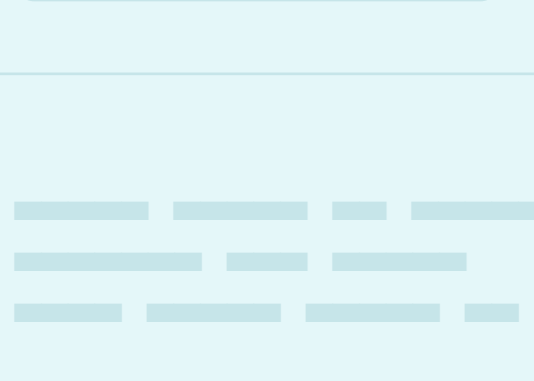
source: bit.ly/2pflOaK



Unbounce found that more than 90% of users who read your headline also read your CTA copy. Including a targeted, personalized CTA at the end of your post can boost the CTR rate by 42%, according to HubSpot.

14 Include anchor text CTAs

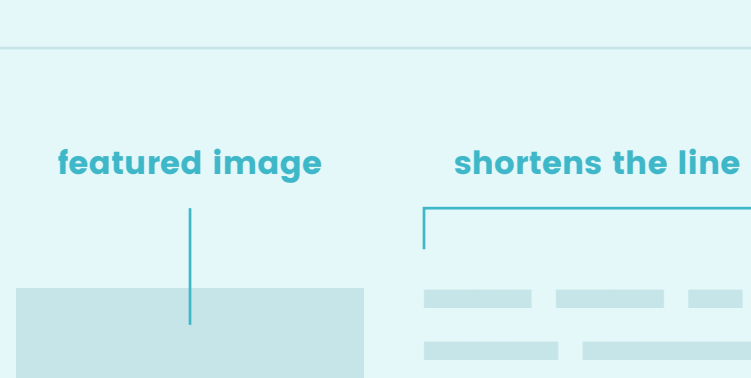
source: bit.ly/2nsV0bO



HubSpot doubled the conversion rates of the posts that had anchor text CTAs and found that between 47% and 93% of a post's leads come only from anchor text CTAs. User anchor CTAs to encourage social sharing.

15 Add a featured image

source: bit.ly/2nsV0bO



Derek Halpern discovered that fewer characters per line helps people make snap decisions about text faster and easier. Adding a featured image shortens the line length of the opening paragraph, compelling people to read further.

16 Reinforce your content with visuals

source: bit.ly/2nPjC9Y

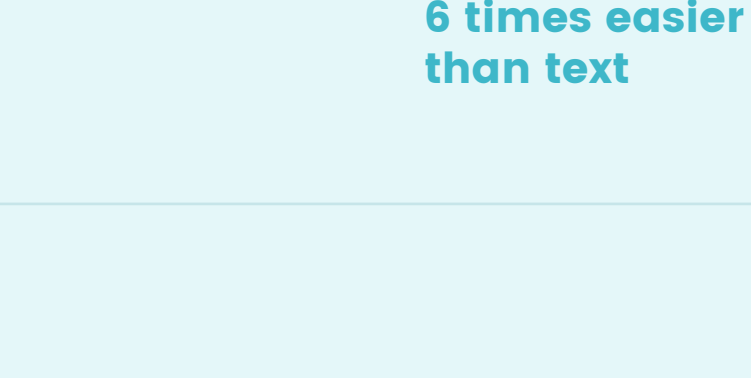


we remember visual content 6 times easier than text

Studies show that we remember content 6 times easier than text. The Blog Pros study shows that the most popular blog posts average one image for every 350 words. Including any high-quality image can boost your content credibility by 75%, according to Claremont Graduate University.

17 Embrace storytelling

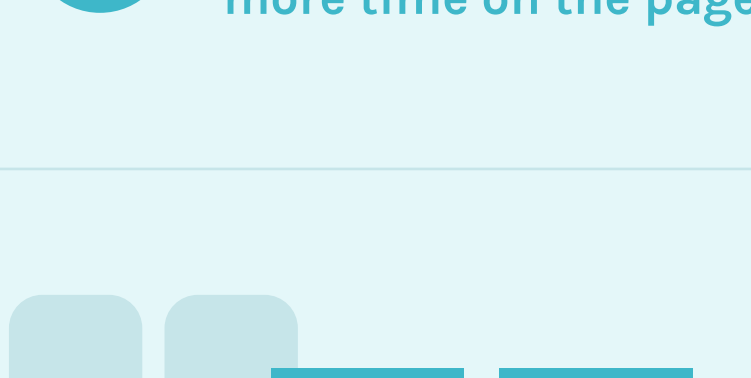
source: bit.ly/2odwXwa
bit.ly/2oRc8aV



Alex Turnbull devised an experiment that demonstrated how blog posts that used storytelling in their intros generated 300% more readers who spent 520% more time on the page.

18 Make your content quotable

source: bit.ly/2oc91rA



SHARE

According to Derek Halpern, people greatly enjoy sharing quotes on social media. Extracting the best soundbites and making them easily shareable will increase your content's virality potential.